

Fig. 2

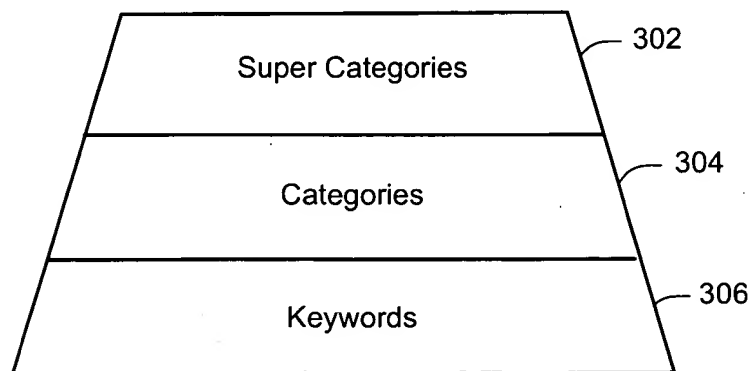


Fig. 3

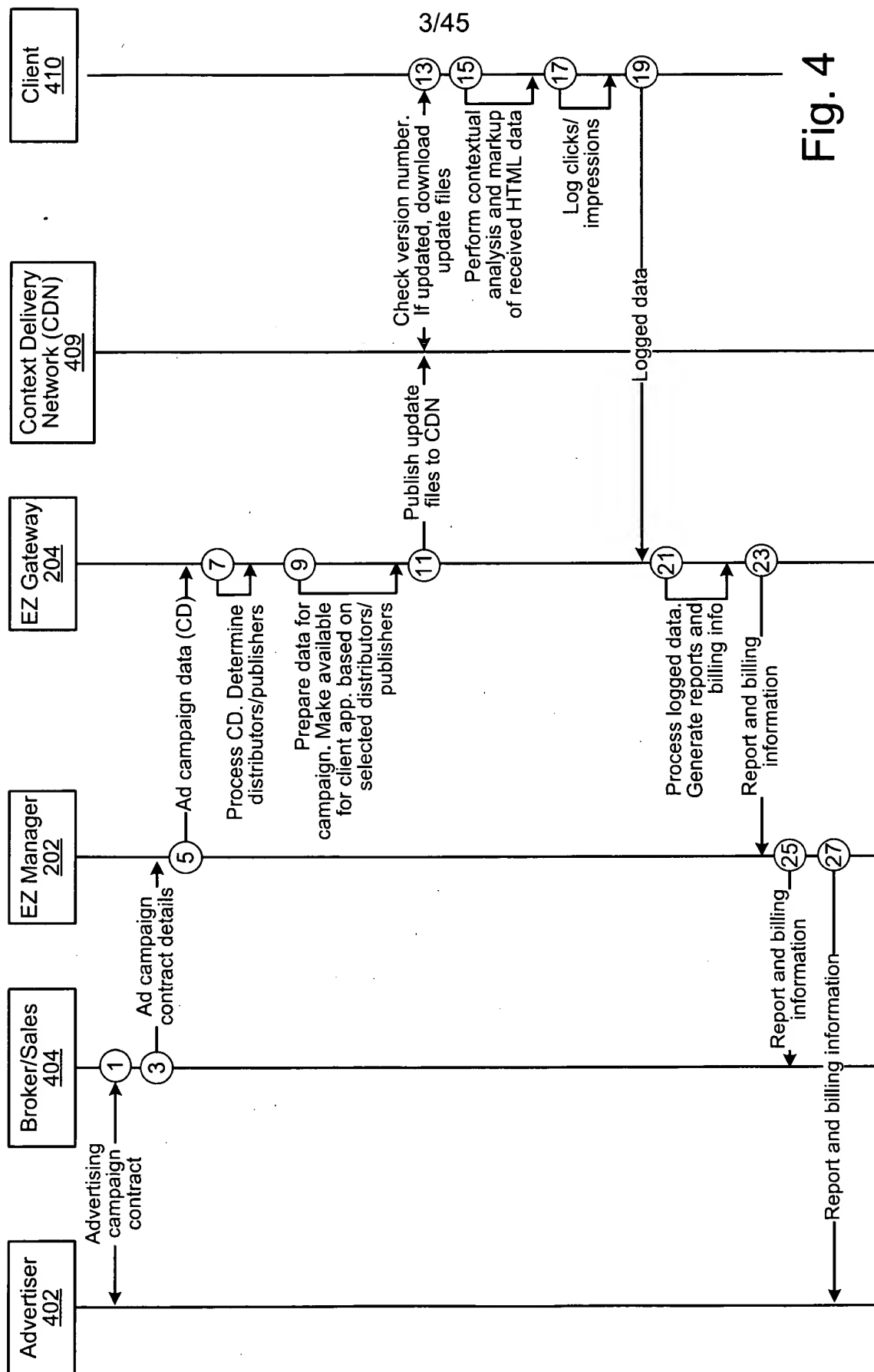


Fig. 4

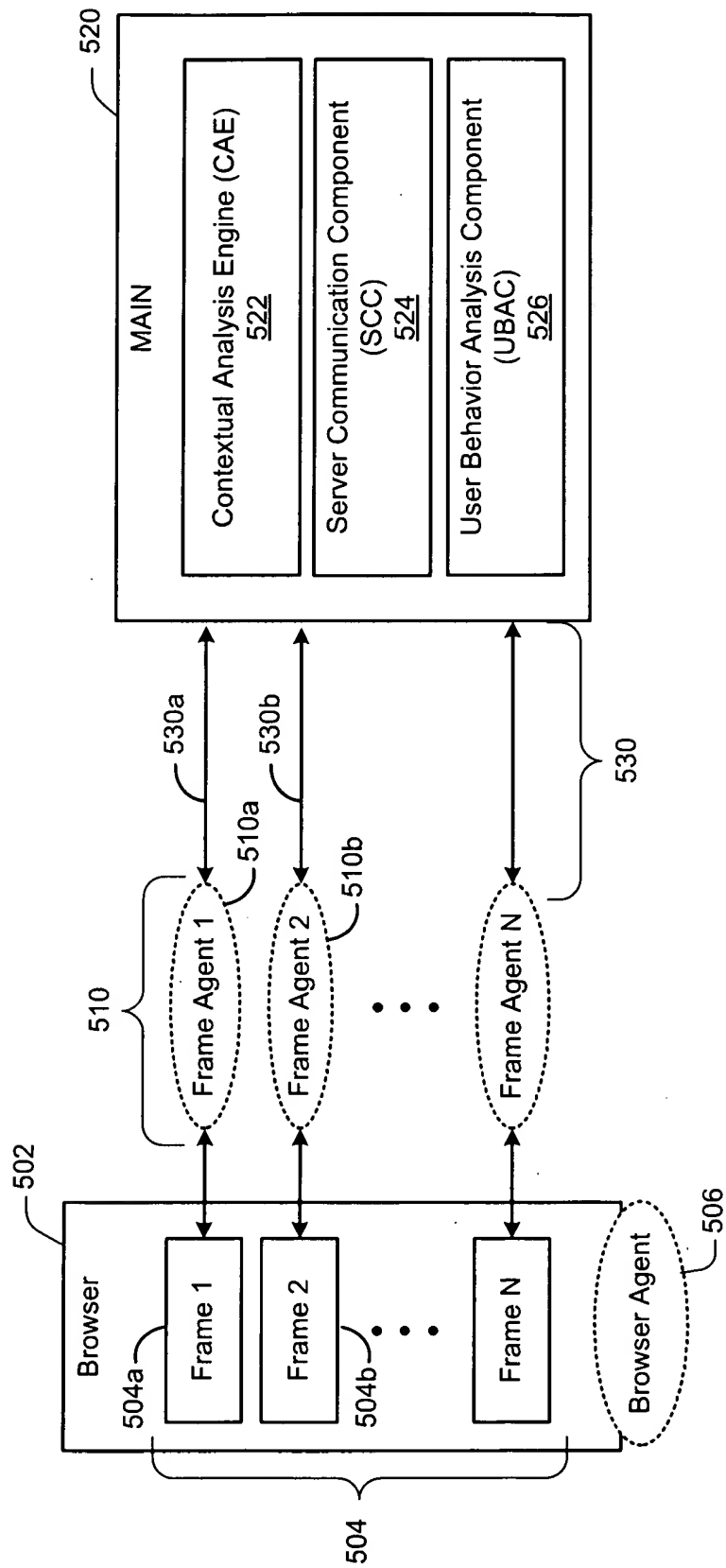
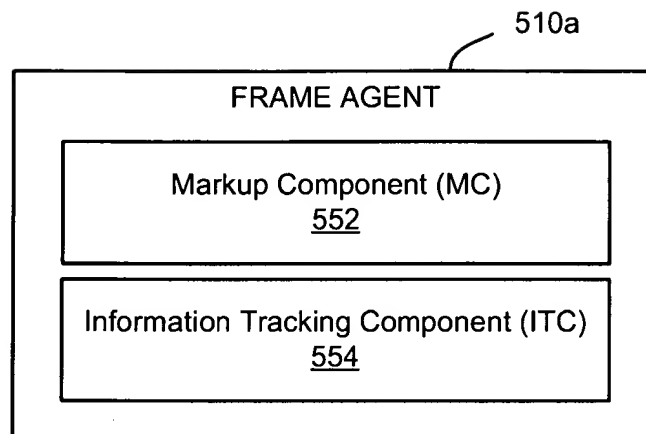


Fig. 5A



**Fig. 5B**

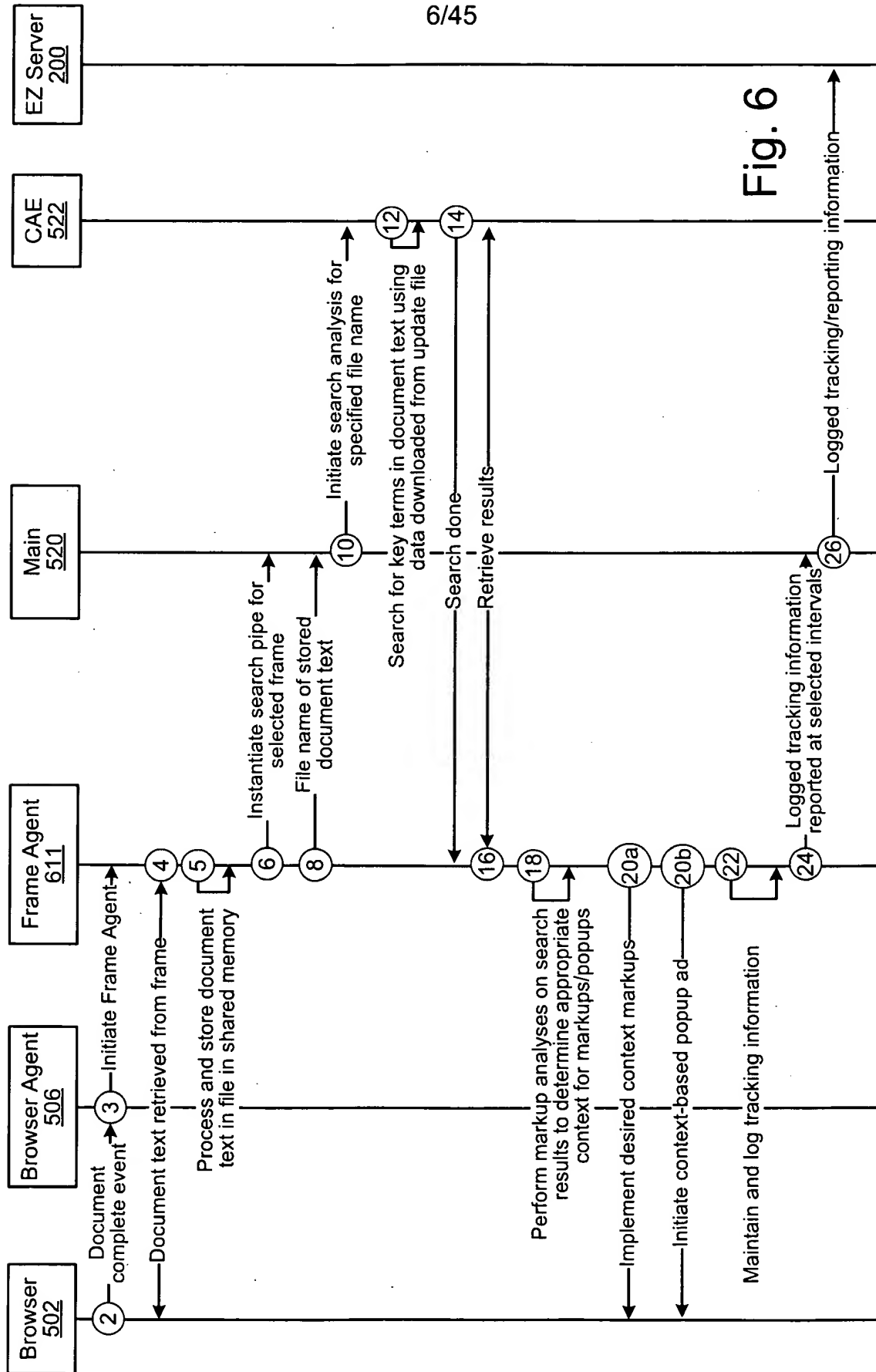


Fig. 6

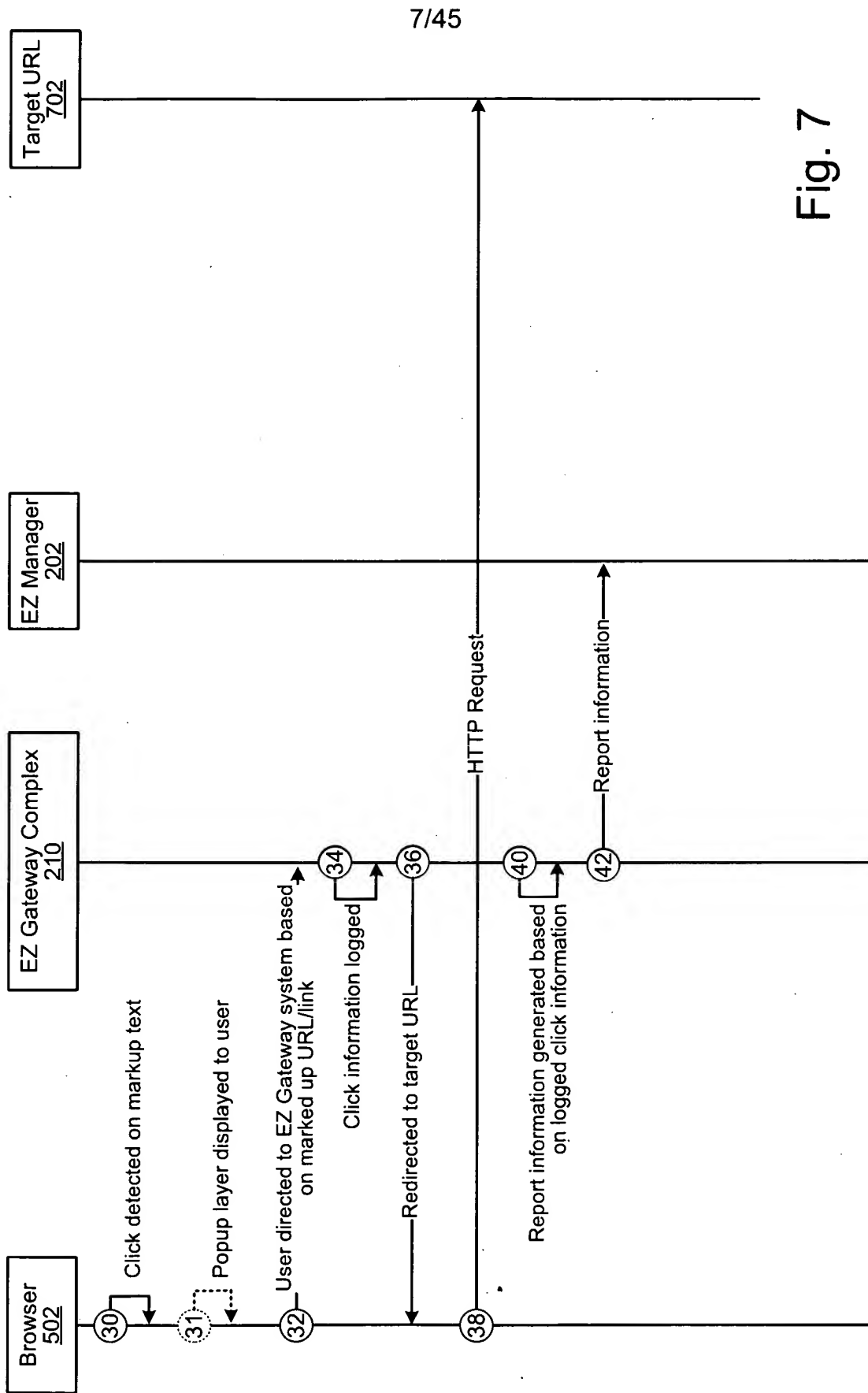


Fig. 7

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
802	804	806	808	812	814	816

Fig. 8

800

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
902	904	906	908	912	914	916	918

Fig. 9A

900

Site ID	Site Name	Group ID
1002	1004	1006

Fig. 10

1000



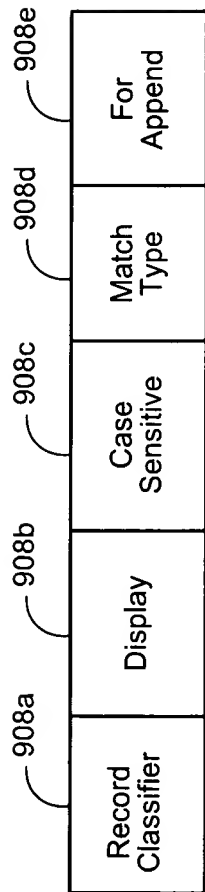


Fig. 9B

908

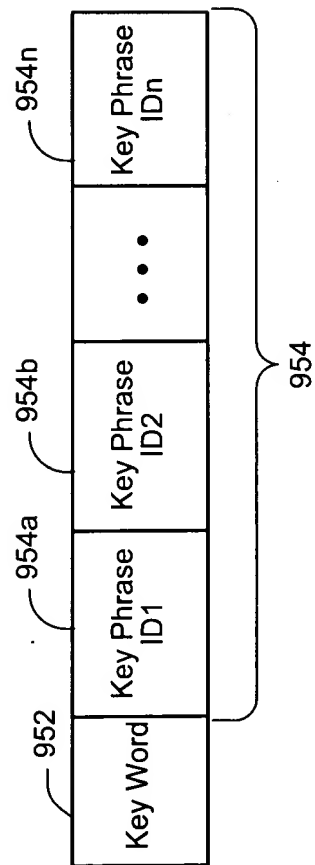


Fig. 9C

950

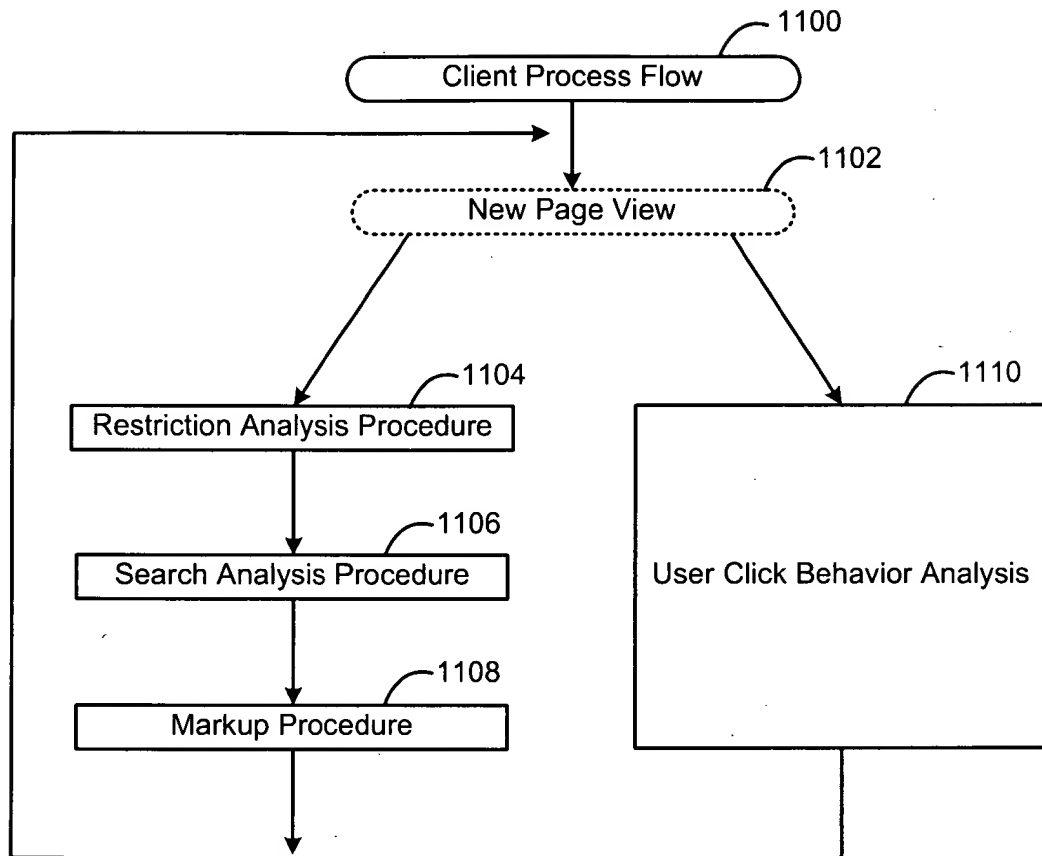


Fig. 11

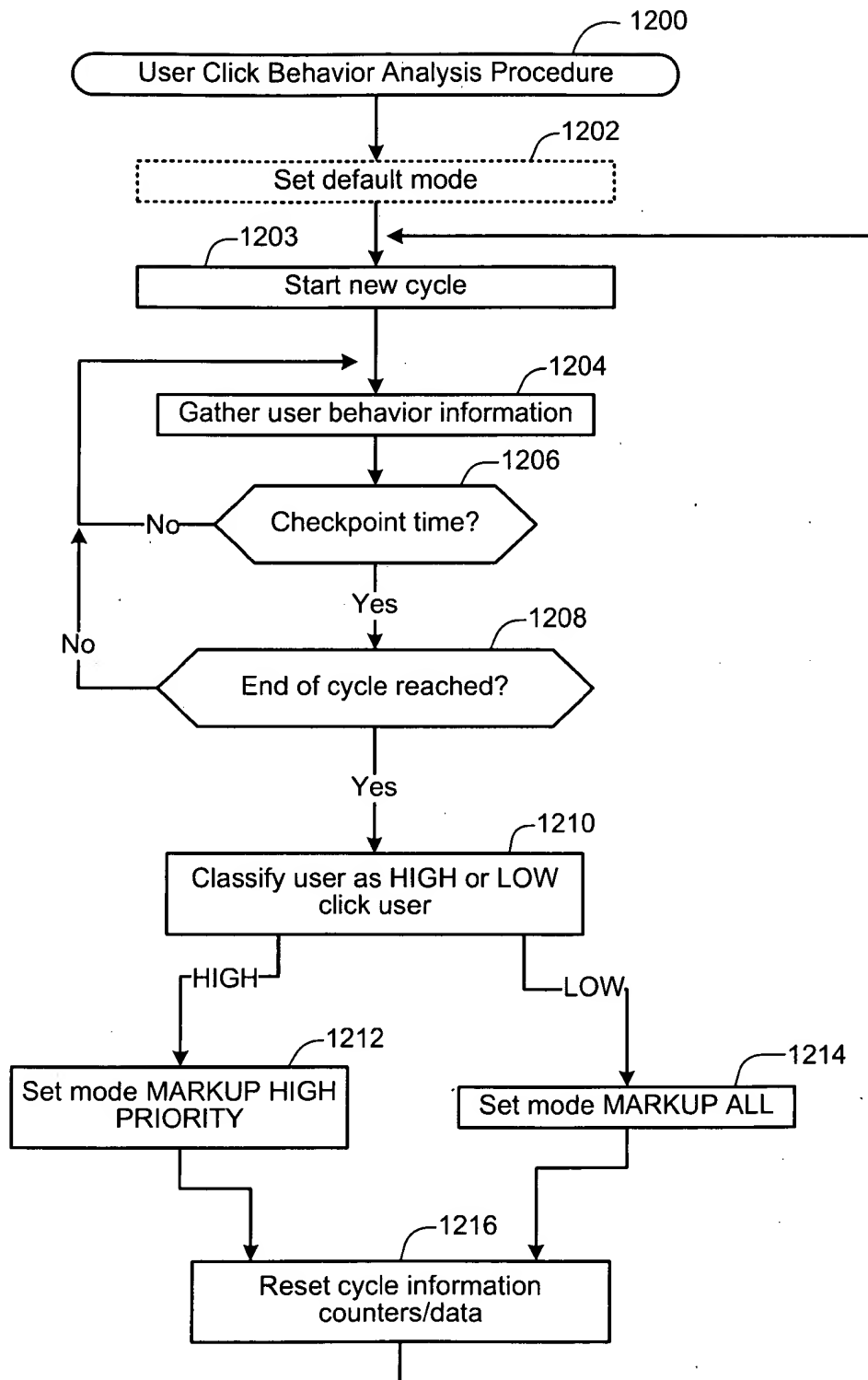


Fig. 12

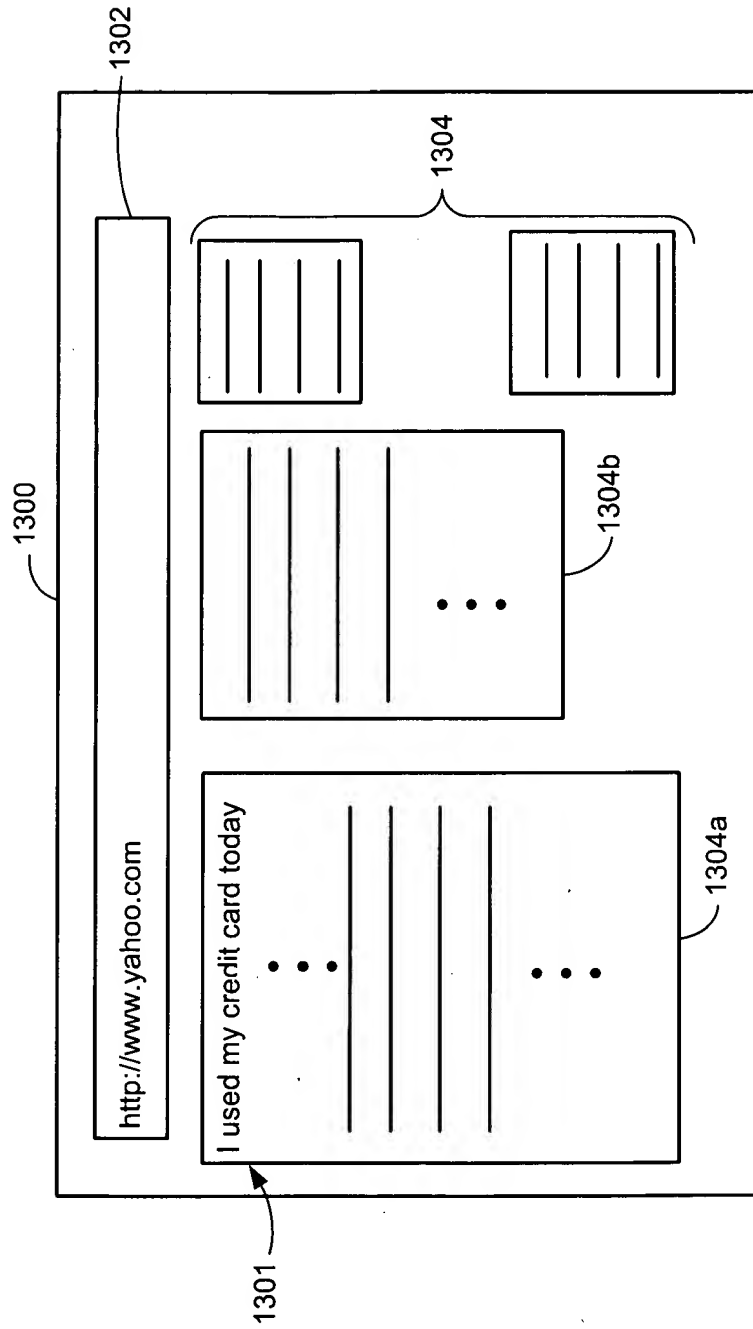


Fig. 13

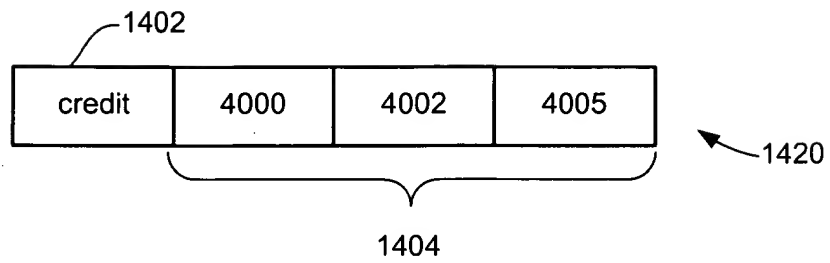


Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440

Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

9000	5002	-	1480
------	------	---	------

Fig. 14D

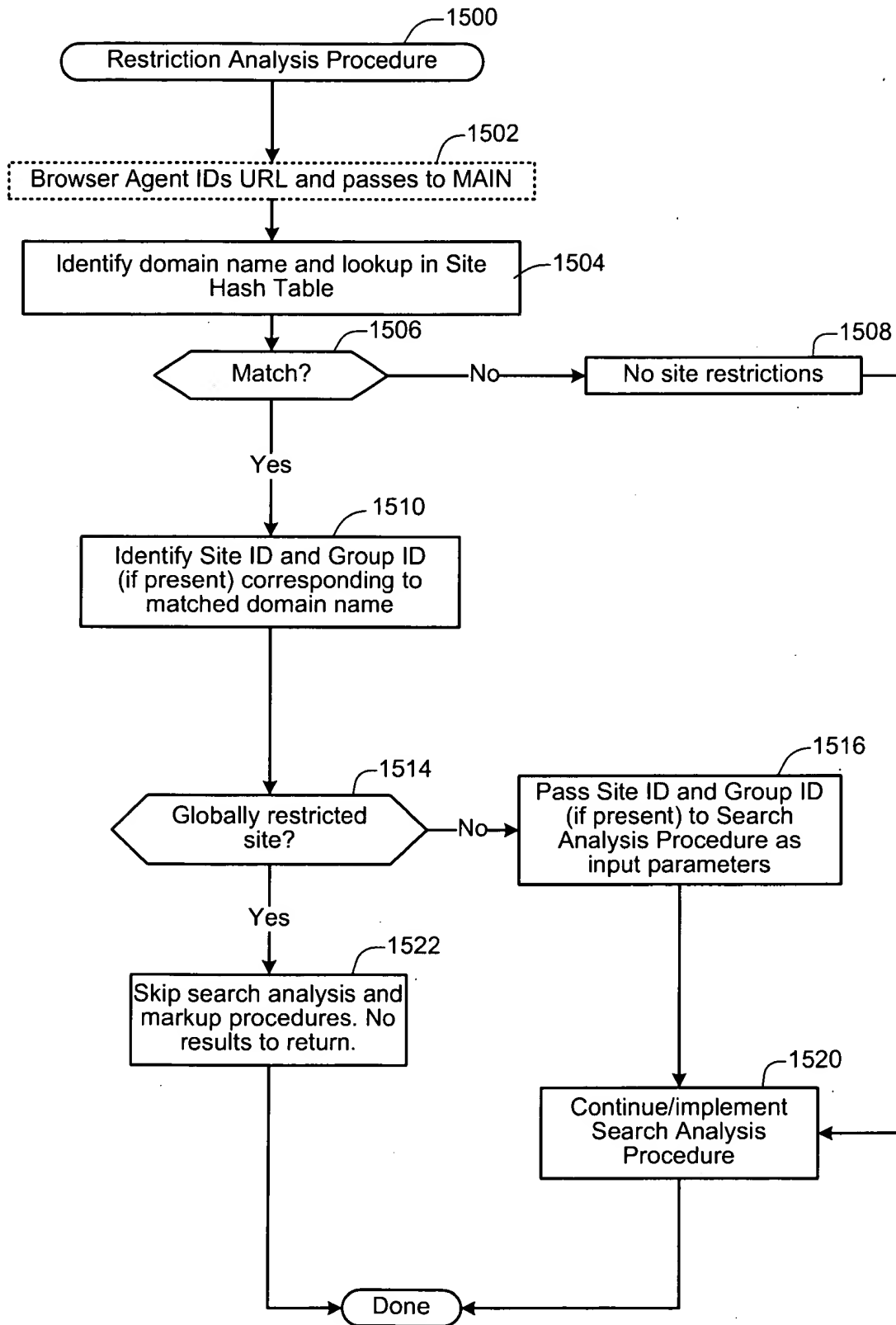


Fig. 15

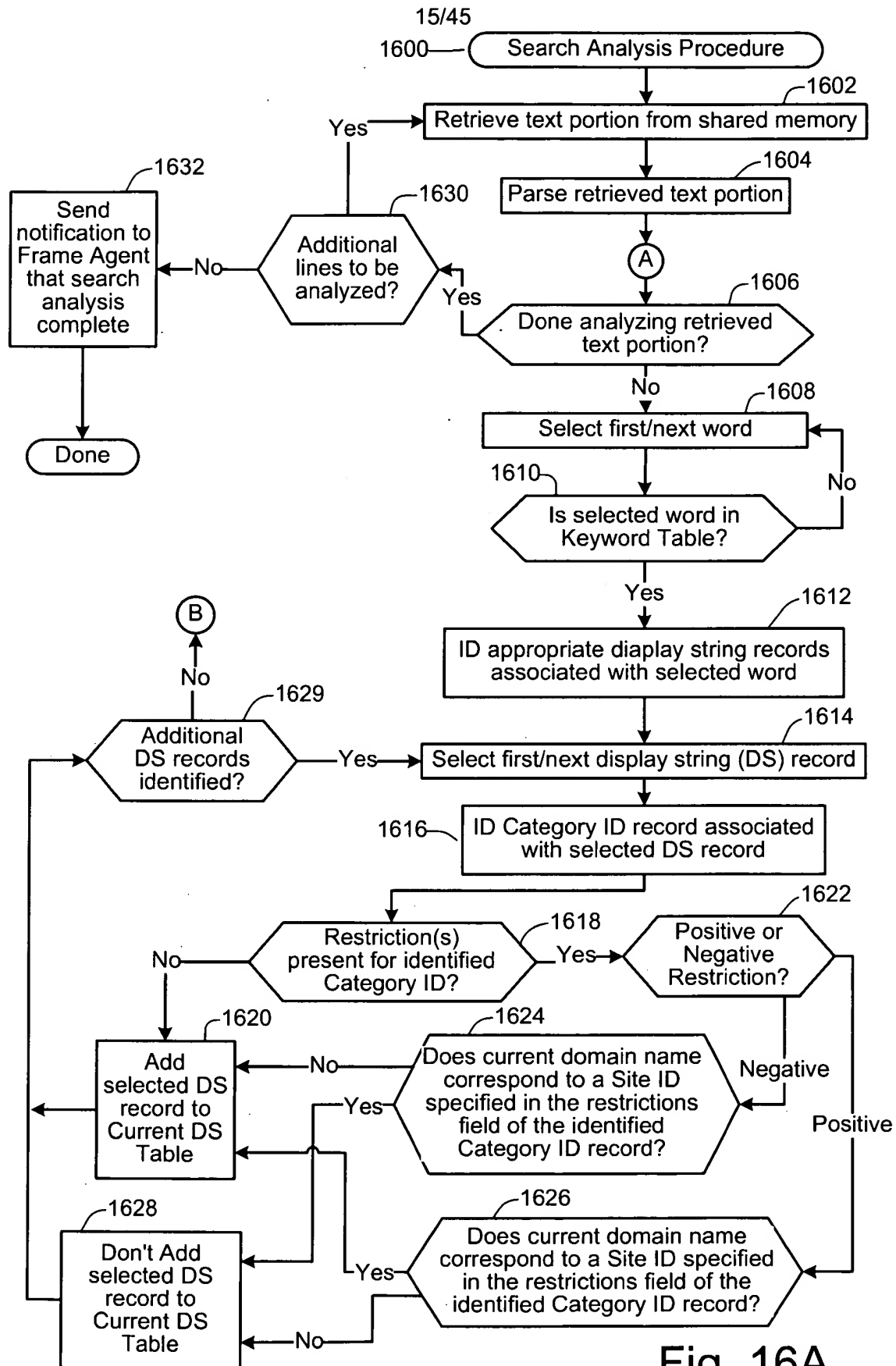


Fig. 16A

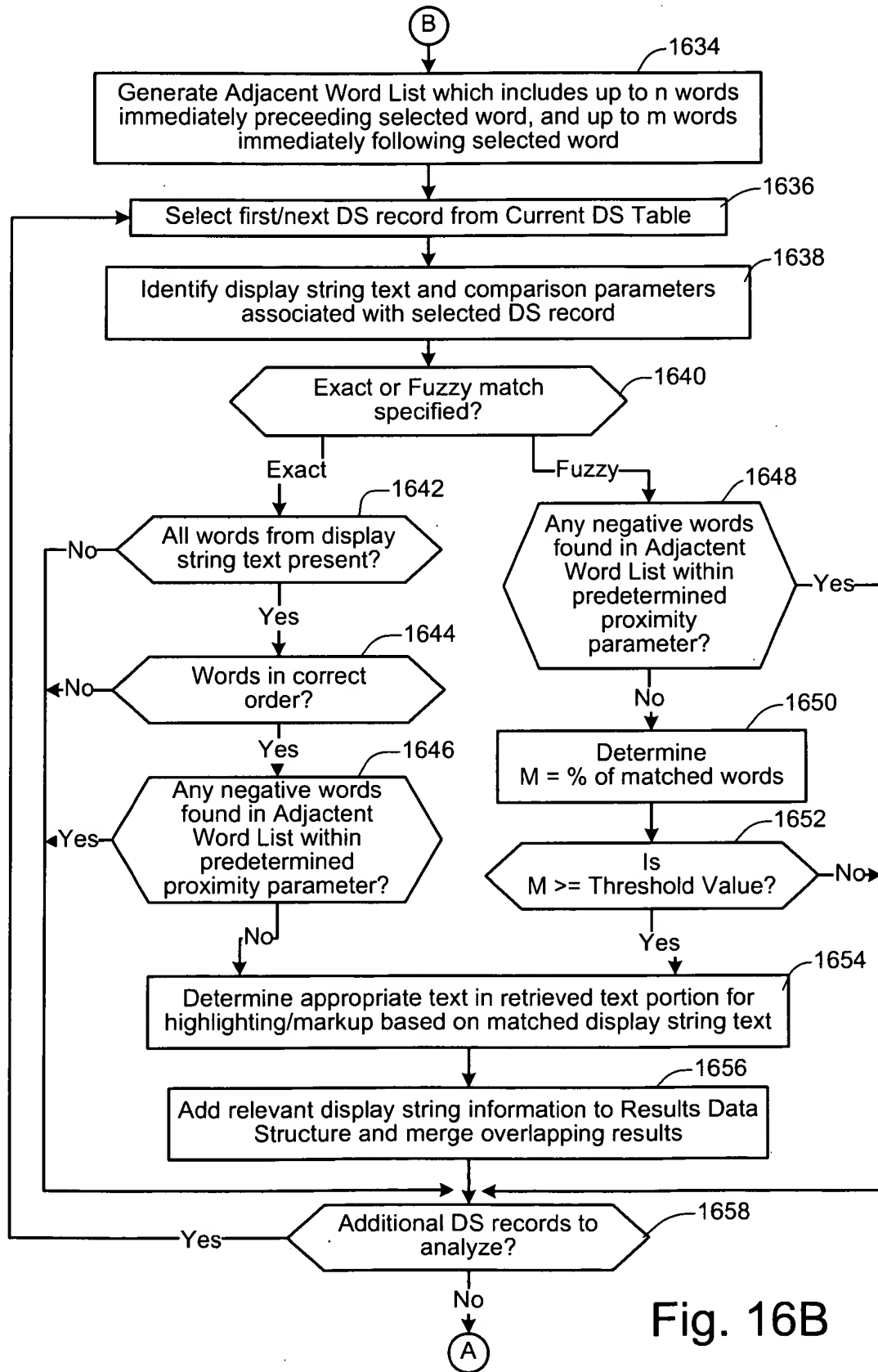


Fig. 16B



I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770

Fig. 17E

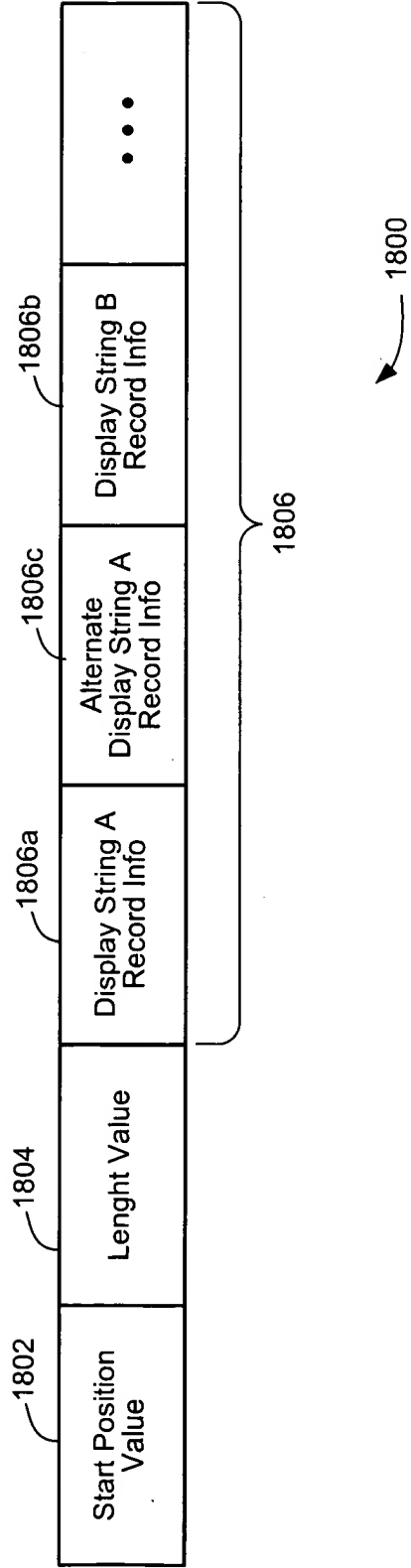


Fig. 18

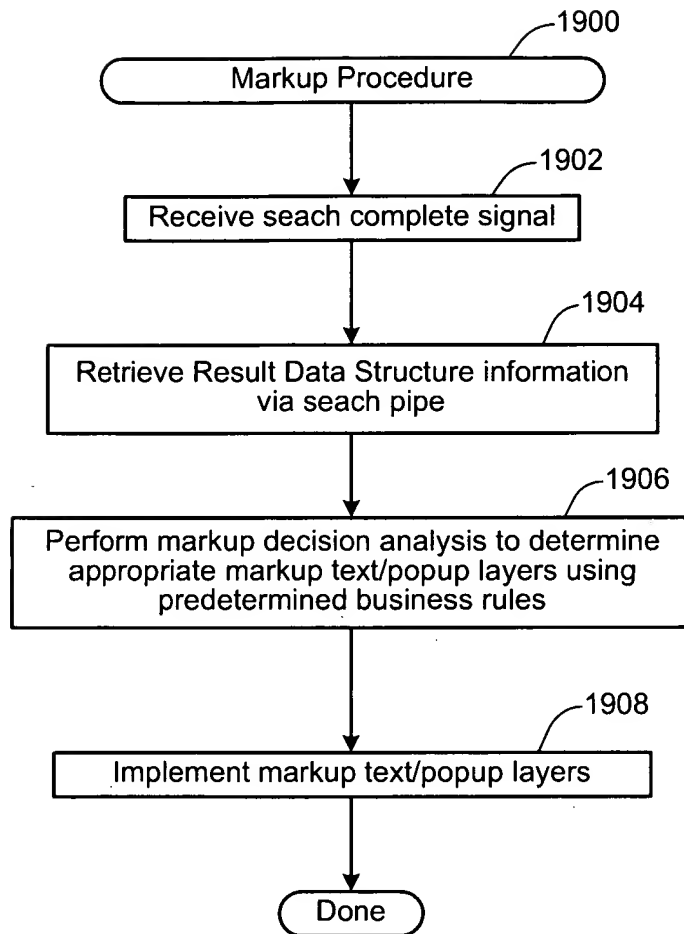


Fig. 19

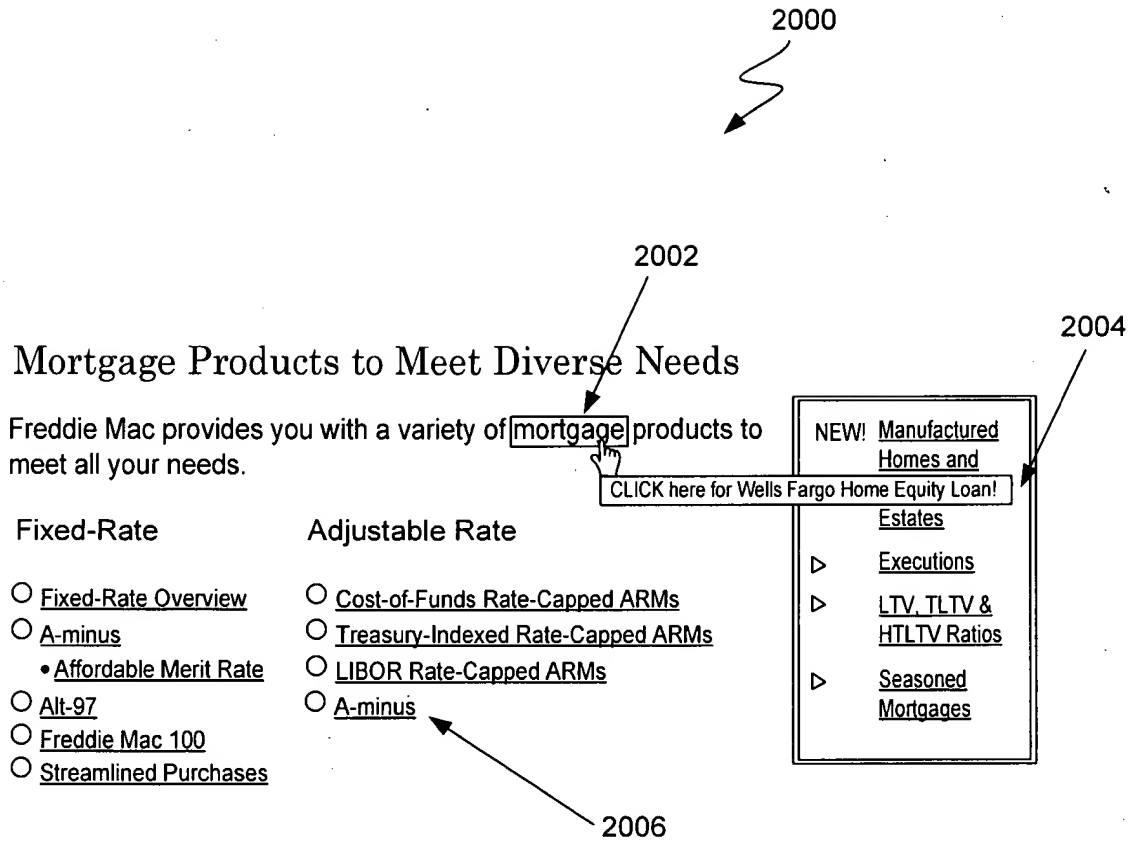


Fig. 20

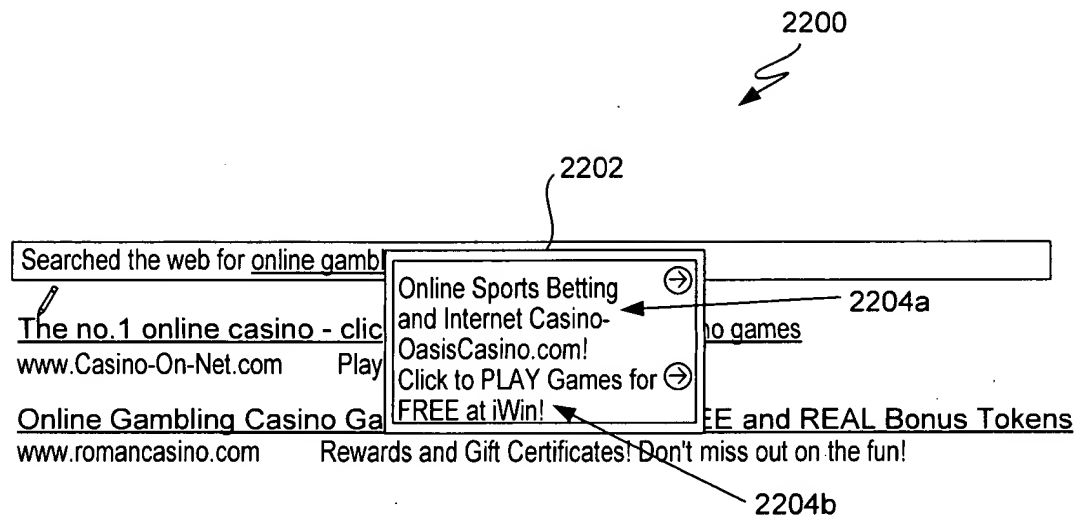


Fig. 21

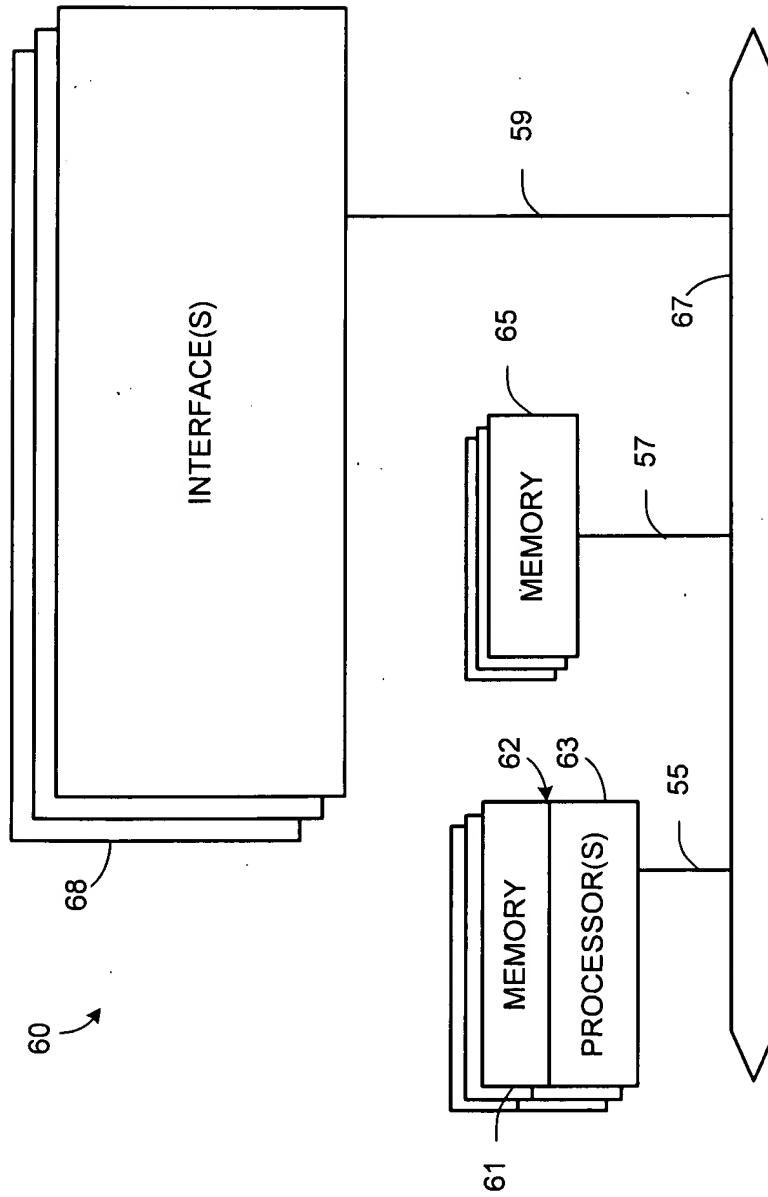
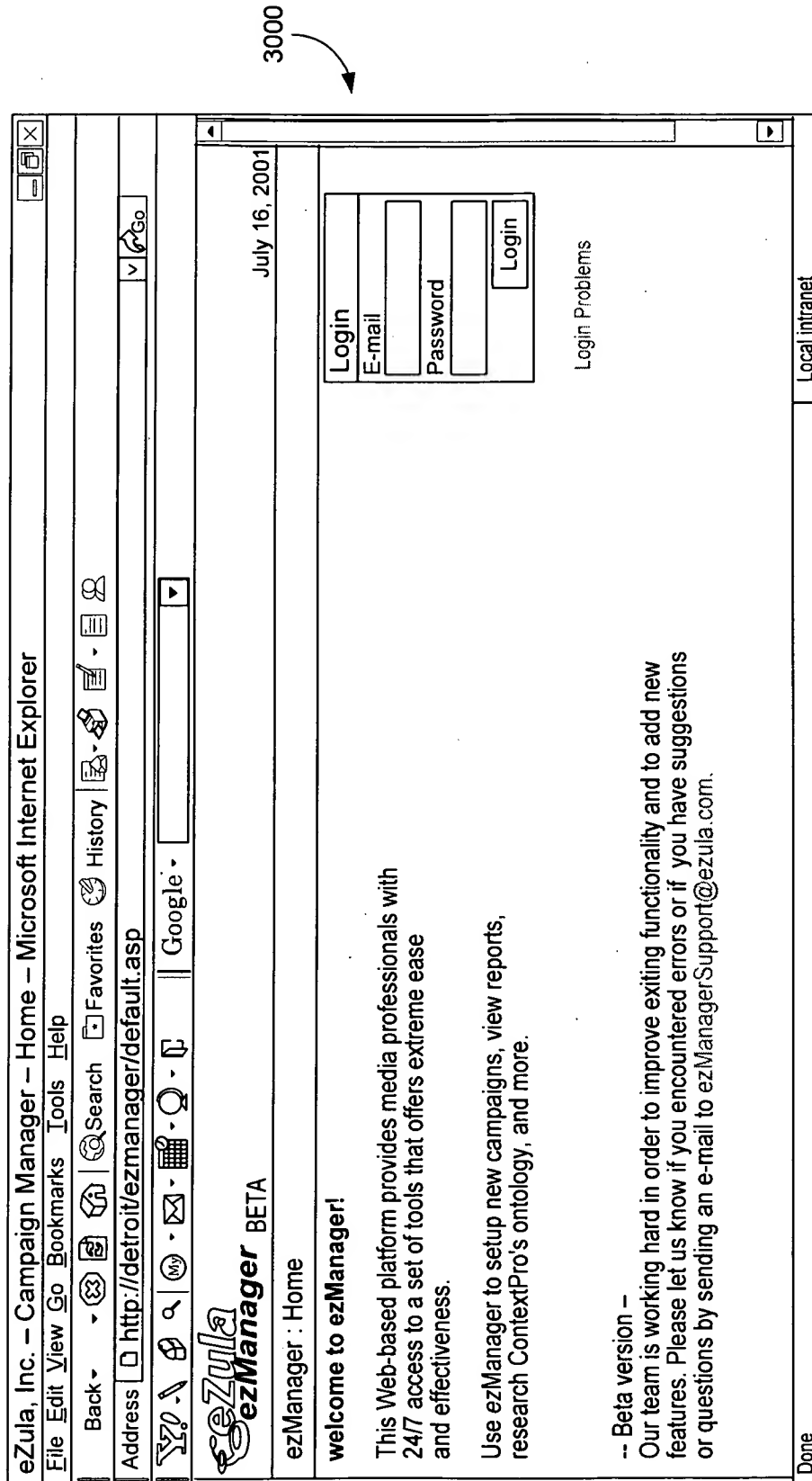


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment:Ent & Life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

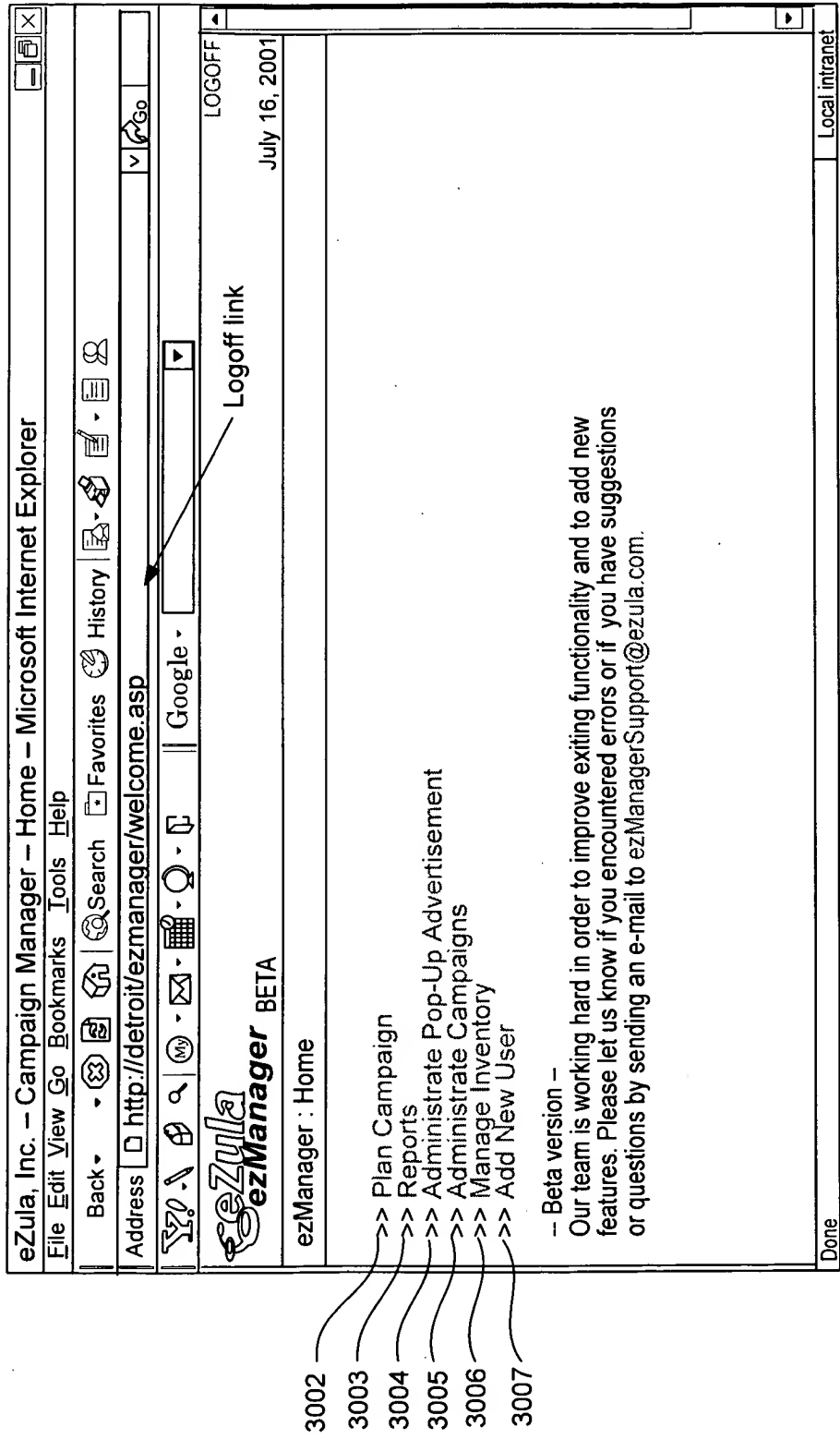




3000

Fig. 24A

3001



3002

3003

3004

3005

3006

3007

Fig. 24B

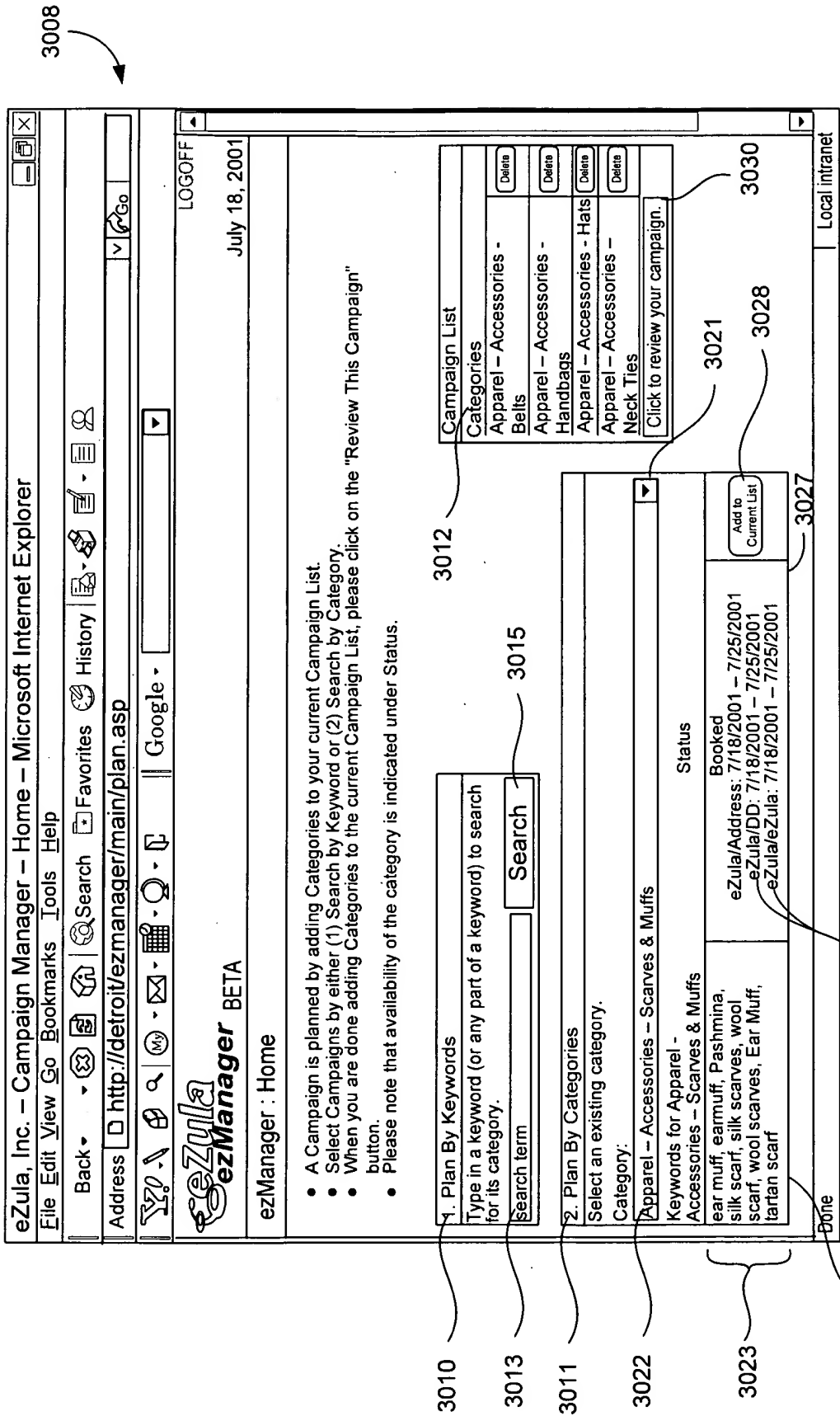


Fig. 24C

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back - Search Favorites History

Address  Go

Logo Search My Mail Google

**eZula**  
**ezManager** BETA

LOGOFF July 2, 2001

ezManager : Search Results

3013 Search results for 'clothing'

3016

3017

3016

Search Days: 7 Total: 364

Select categories for your campaign or wish list.

Categories	Status	Select
Babylon:14, Imesh:0, LingoWare:59, Sum: 73		
Apparel	Booked 6/27/2001 – 7/4/2001	<input type="checkbox"/>
Active Wear, Activewear, Boys apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel		
Babylon:4, Imesh:42, LingoWare:6, Sum: 52		
Apparel - Hawaiian	In Current List	<input checked="" type="checkbox"/>
Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat		
Babylon:39, Imesh:11, LingoWare:27, Sum: 77		
Apparel – Work Clothes and Uniforms	Booked 6/27/2001 – 7/4/2001	<input type="checkbox"/>
Uniforms, Work Clothes, Work clothing		

Back to Category List

Done Local intranet

Fig. 24D

3031

29/45

ezZula

ezManager BETA

LOGOFF

June 15, 2001

ezManager : Lists

<< Back to planning

Go to Wish List

Category

Apparel

Keywords

Boys Apparel

Girls Apparel

Womens Apparel

Mens Apparel

Active Wear

Activewear

Cardigan Sweater

Clothing

crew neck

Suggested

3037

3038

Calendars

Calendar

date book

3040

Book this campaign >>

Local intranet

Done

3029

3032

Fig. 24E

Fig. 24F

Fig. 24F

3055

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back - Search Favorites History

Address http://detroit/ezmanager/Main/Book.asp#1071

Go

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign		
Categories	Keywords	Destination Title
Apparel- Accessories -Neck Ties	necktie, neck Tie, bow tie, bowtie, power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)
		3045
		3046
		3047
		Update

3053

**Campaign Properties**

Your Campaign Name

Begin (at least 24 Hours from now): July 20 2001

End Date: July 20 2001

Number of Clicks: 10000

CPC: \$ . . .

Name: Jonathan Knoll

Partner: ☒ eZula

Agency: The Agency

Advertiser: The Advertiser

Publisher: ☒ eZula ☒ Address ☐ DD ☒ Web3K ☒ KaZaA ☐ eAccel

Campaign Notes: - Restricted Publishers  
- Restricted Sites (including advertiser's)

3056

3057

3060

3062

Activate Campaign

Done

Local intranet

Fig. 24G

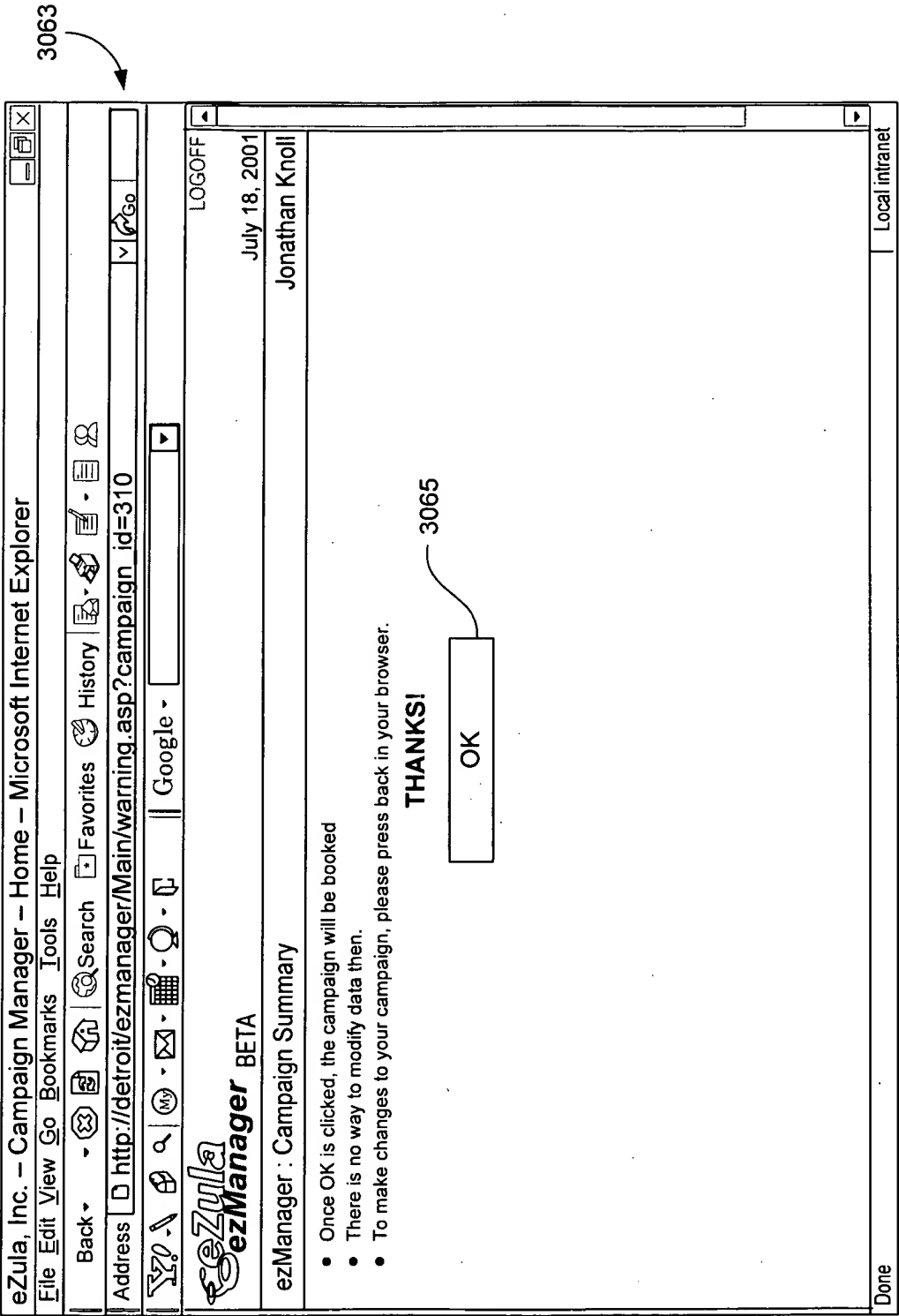


Fig. 24H



eZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer	
File Edit View Go Bookmarks Tools Help	
Back Search Favorites History	
Address http://detroit.ezmanager/main/summary.asp?campaign_id=310&book=&kw=1083&keywords=View+Keyword v Go	
ezManager BETA	
LOGOFF July 18, 2001 Jonathan Knoll	
ezManager : Campaign Summary	
Campaign Summary for Campaign #310: Your Campaign Name	
Campaign Manager:	Jonathan Knoll
Partner:	eZula
Publishers:	DD, Web3K, KaZaA, eAccel
Agency:	The Agency
Advertiser:	The Advertiser
Begin Date:	7/19/2001
End Date:	7/26/2001
Duration:	7 days
CPC:	0.6
Number of Clicks:	10000
Notes:	- Restricted Publishers - Restricted Sites (including advertiser's)
Category Information	
Category:	Calendars
Booked For:	DD, Web3K, KaZaA, eAccel
Category:	Computing - Downloads - IM
Booked For:	Address, DD, eAccel, eZula, KaZaA, Web3K
Book Campaign	
Your campaign has been booked!	
Book Another Campaign	
Done Local intranet	

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back • Search • Favorites • History •

Address

**eZula**  
**ezManager** BETA

LOGOFF July 2, 2001

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Conflicting Categories: 7/3/2001 – 7/10/2001

Category	Partner/Publisher	Booked Date	
Apparel – Accessories Sunglasses -1047	Cydoor/Babylon	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/Imesh	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/LingoWare	6/27/2001-7/4/2001	Deleted From List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001-7/4/2001	Add to Wish List

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3070

3072

Done Local intranet

Fig. 24J

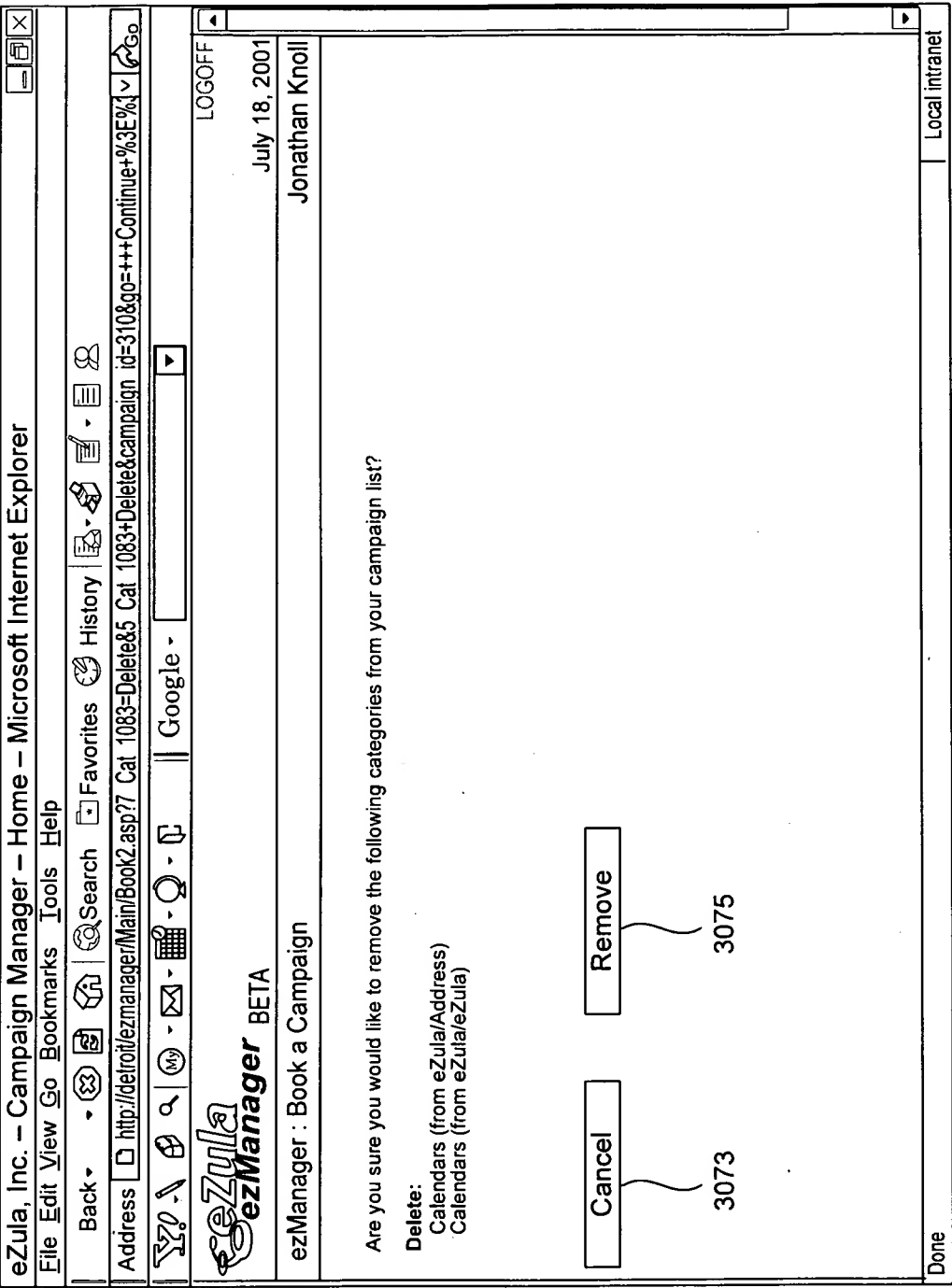


Fig. 24K

Status Indicator. Indicates the current status of the campaign. The Status be the following: 1. Locked 2. Editable & Uploadable 3. Commit Pending 4. Commit Pending II	Campaign Name	4002 Campaigns	4003 Last Modified	4006 Active Publishers	4000 Date and time of last changes to the campaign.	4005 Initial Upload
○		Affiliates_general_public	2001-06-29 16:37:12			2001-07-11 01:11:51
○		BMG0605_public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel		2001-07-19 01:03:09
○		Webroot_1_public	2001-06-29 16:38:09			2001-07-03 15:32:44
○		VirtualVegas0518_public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel		2001-07-19 01:03:10
○		Furniture_Find_public	2001-06-29 16:38:59			2001-07-19 01:03:09
○		Consumer_Info_1_public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel		2001-07-11 01:05:45
○		Heartland0530_public	2001-06-29 16:40:05			2001-07-04 00:21:50
○		Kazaa0620_public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel		2001-07-11 01:05:45
○		HomeGain0626_public	2001-06-29 16:40:58	Address, DD, eAccel		2001-07-20 00:17:20
○		Webroot0701	2001-06-30 16:52:48			2001-07-10 00:20:49
○		CreditCardSearchEngine0626	2001-07-02 20:43:11	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel		2001-07-13 00:34:22
○		InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel		2001-07-20 00:19:13
○		Short_Affiliates_General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingWare, Babylon, Goodsol, eAccel, NetCaptor		2001-07-20 18:35:35

108

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

Fig. 25A

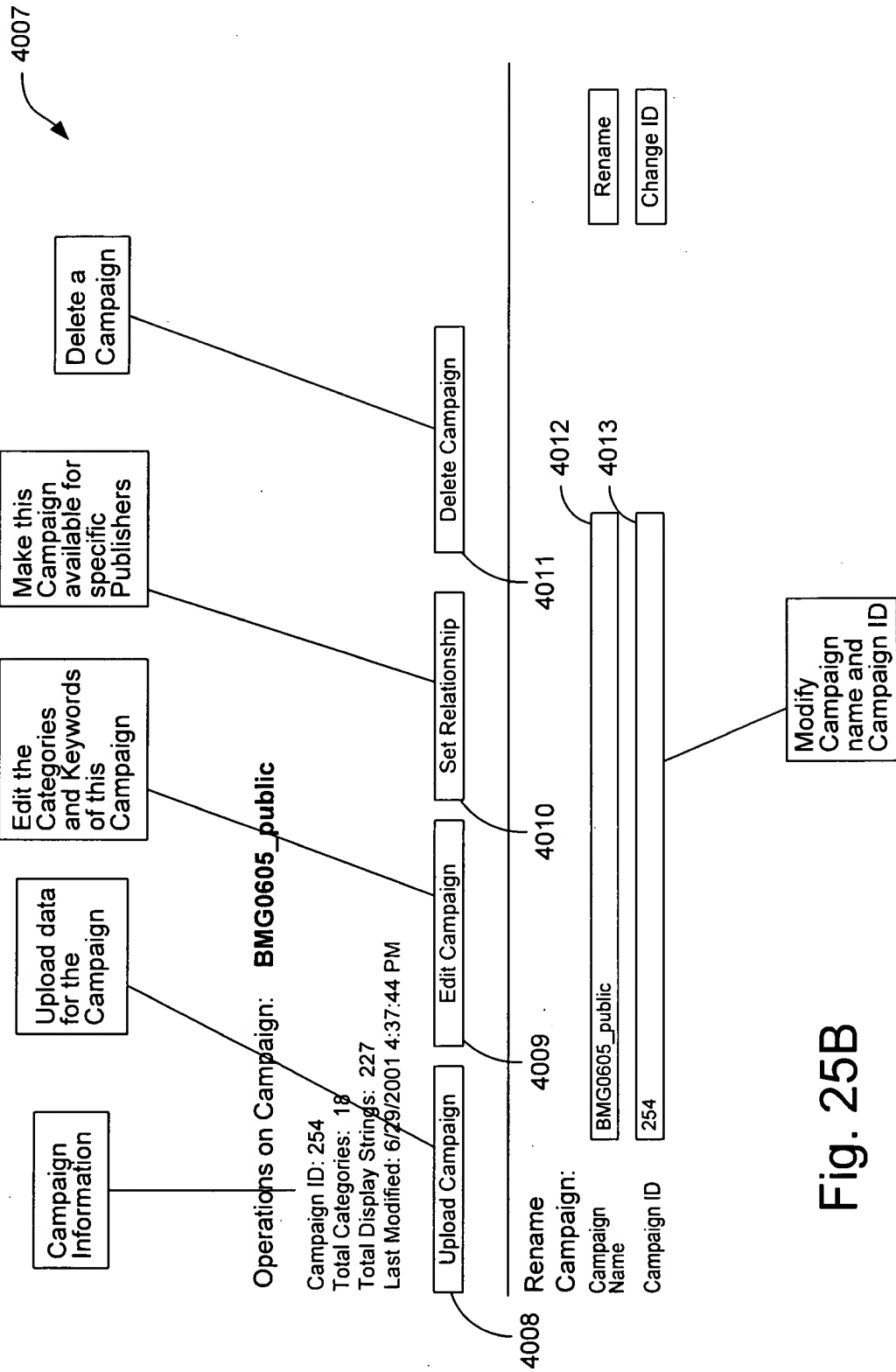


Fig. 25B

Campaign name

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter Current Index: all

Click for Category Properties

Click to manage keywords

4015

Scroll through the Categories

4016

Edit campaign: BMG0605\_public

4017

Edit Category	Edit keyword of the category
Music - Styles Classical	Keywords
Music - Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords
Move First Previous Next Move Last	Records 1 to 15 of 18

Fig. 25C

4018

**Edit Category Properties**

Category	Music – Styles Classical		
Current Site	www.bmgmusicservice.com		
EDIT			
Limit per page	3	4020	4021
Priority	100		
Site:	<div style="border: 1px solid black; padding: 2px;"> To change: select a new site from the list  ----- Sites ----- </div> <div style="margin-top: 5px;"> OR  Add a new site (http://www.site.com) </div>		
Site logic	<input type="checkbox"/> Unchecked: This category will NOT show in this site <input checked="" type="checkbox"/> Checked: This category will ONLY show in this site		
<div style="border: 1px solid black; padding: 2px; display: inline-block;">Save Changes</div>			

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic – show or do not show this category on the specified site(s)

Select Site from list or add new Site

4025

Fig. 25D

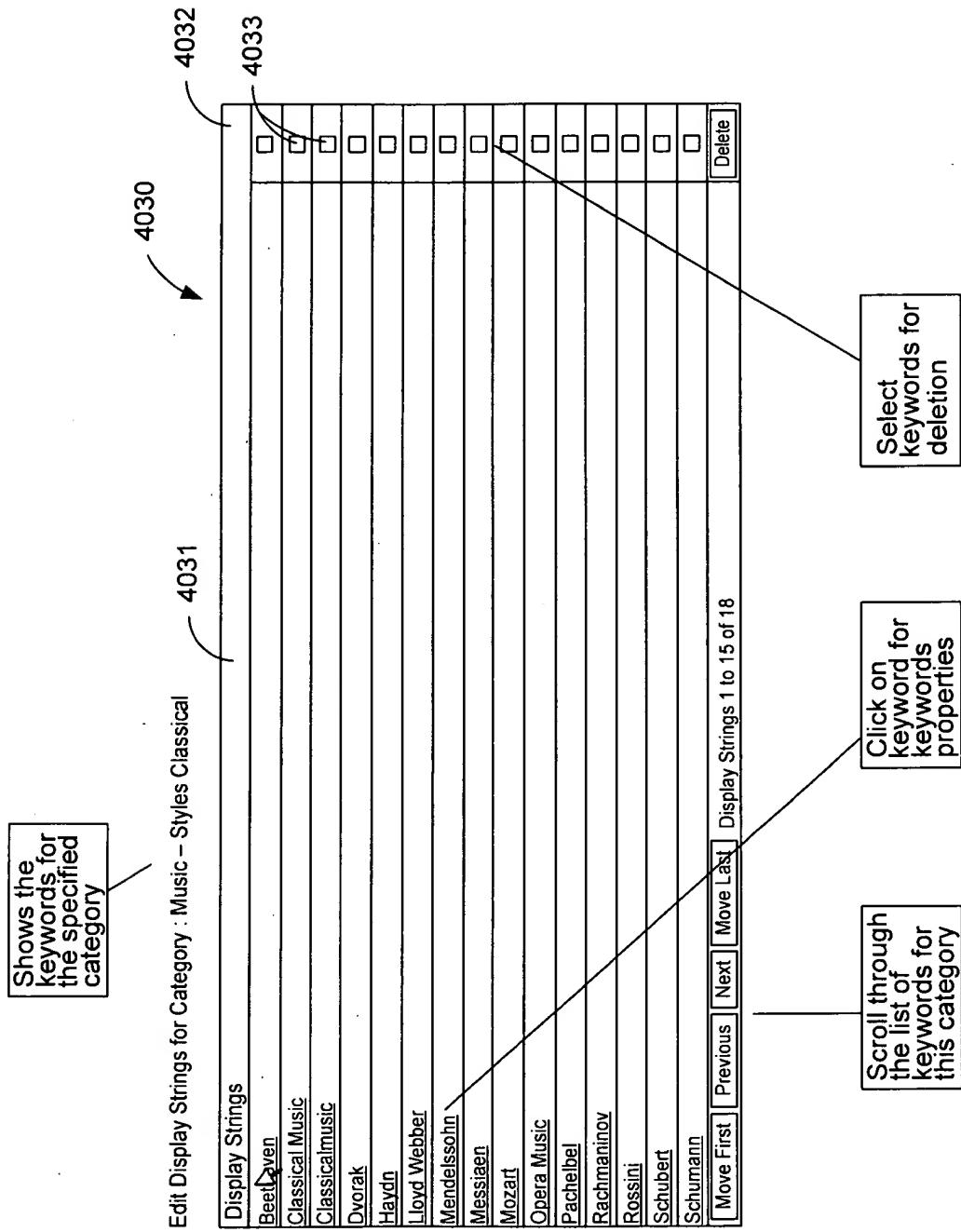


Fig. 25E



Add new Display Strings for Category : Music – Styles Classical

Add new keywords for the specified category

Keyword (Display String)

4030

4035

4036

4037

4038

4040

4041

Add New

Display String

Title

Select an existing title from this list

-- Select a title --

-OR-

If the desired title is not currently in the list, type in a new title.

URL

/http://

Title – the text message that appears on hover

URL destination upon click

Fig. 25F

4042

Manage properties for this specific keyword

Current title

Change Title

Edit Display String Properties

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

Change to another title of this campaign.  
-- Select a title --

OR

Change current title  
CLICK for POP music at the BMG Music Club!

URL  
[http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpage=pop]

Negatives

\$CPC  
[0.2]

Append  
Check to append the Title to the Display String like:  
Sade @ [TITLE]

Save Changes

4043

4046

4048

4047

4050

Manage destination URL

Check for Append-  
this will append the  
title in the specified  
format

Add negatives in order  
to fine tune the context  
of the word within the  
surrounding text.

CPC -- cost  
per click

Fig. 25G

Campaign properties

Publishers

Set Campaigns – Publishers Relationship

Campaign Name: **BMG0605\_public**

Campaign ID: **254**

Campaign Version: **4.0**

Set this Campaign for this Publisher - Yes or No

Current status of the Campaign per this Publisher

4052

4053

4051

4056

4057

4058

Publisher	Set Campaign – Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

108

The data version of this Publisher

Should the data update for this publisher be a Major or Minor update.

Fig. 25H

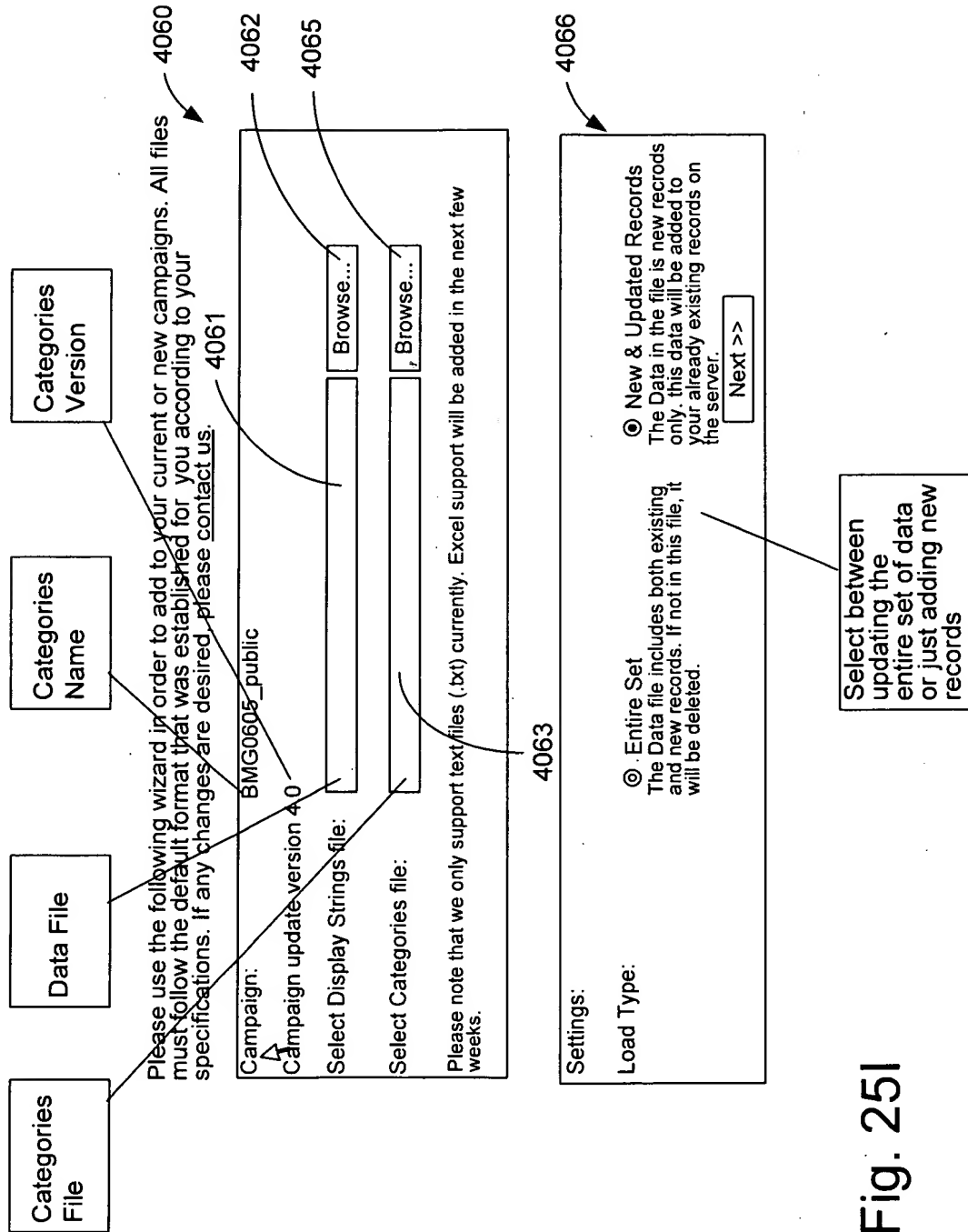


Fig. 25I

Domain name

Select for deletion

The restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J